

Program Description/Textbook or Print Instructional Material

Vendor: Pearson Education, Inc., publishing as Pearson Prentice Hall **Web Address:** www.phschool.com

Title: **Entrepreneurship: How to Start and Operate a Small Business**

Author: Steve Mariotti, Tony Towle **Copyright:** 2001

ISBN: 1890859001 **Course/Content Area:** Marketing Education: Entrepreneurship

Intended Grade or Level: 11-12 **Readability Level:** Not Available

List Price: \$ 64.00 **Lowest Wholesale Price:** \$ 48.00

Level of Accommodations (Level One, Two, or Three) Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance. Pearson Prentice Hall is unable to provide files in Levels One or Two due to the variety of page layout systems used to create the text. These systems are not compatible with specialized formats such as XML or HTML.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

Text materials are presented in an orderly, step-by-step procedure for understanding who and what an entrepreneur is and how to start a business as one. How to select, market the business, keep records, insure the business, raise capital, pay taxes—all steps are covered logically. The chapters are correlated to the National Foundation for Teaching Entrepreneurship (NFTE) Internet-based program Biz/Tech™.

Student Experiences

Students using Entrepreneurship: How to Start and Operate a Small Business will learn in an easy step-by-step approach the logical way to go about selecting a business and then putting together the appropriate plan to get the process in operation. Students in Marketing Education will find the text useful and highly interesting as they work through the steps to starting a small business.

Assessment

Materials are correlated to the standards by NFTE which help teachers link learning in the classroom to real world applications.

Organization

The text is organized into Modules 1 and 2 which take the students from the basics of starting a business to the advanced sections on what is needed to grow the business. An Advanced Business Plan Review is included in Module 2 along with Resources for the Young Entrepreneur as well as a glossary.

Resource Materials

- **Gratis Items To Be Provided And Under What Conditions**

Free upon request, 1 per teacher user with a minimum purchase of 20 Entrepreneurship Student Editions:

- ☞ Teacher's Resource Guide
- ☞ Workbook Answer Key
- ☞ Transparencies (Print)

- **Available Ancillary Materials**

Student Workbook

RESEARCH DATA/EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

The text materials are correlated to the NFTE standards and have been thoroughly reviewed by entrepreneurial experts in the field as well as educators. The authors are involved in programs to introduce youth to the world of business. Steve Mariotti is President and Founder of the National Foundation for Teaching Entrepreneurship (NFTE).



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: Entrepreneurship: HOW TO START & OPERATE A SMALL BUSINESS		Cost: \$48.00	
Publisher: Prentice Hall and NFTE			
Item Evaluated: Text, Workbook, Teacher Resources			
Copyright Date: 2001		Evaluator: Jayne Harris	
Content Level: 9-12		Date of Evaluation July 30, 2003	
Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:

☒ Recommended by reviewers to State Textbook Commission

☐ Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: HOW TO START & OPERATE A SMALL BUSINESS		Publisher: Prentice Hall & NFTE
Technology Management Summary Data:	20 possible points	_____0_____ points earned
Technology Management Comments: No software or technology pieces go with this text		
Technology Presentation/Interface Summary Data:	40 possible points	_____0_____ points earned
Technology Presentation/Interface Comments: No software or technology pieces go with this text		
Content Summary Data:	44 possible points	____33_____ points earned
Content Comments: Customer Service, Training and hiring policies, link to DECA/FBLA activities and some basic employability skills are missing Students are asked to gather information from community.		
Instruction & Management Summary Data	52 possible points	____48_____ points earned
Instruction & Management Comments: Utilizes open response and short answer frequently. Student book does not reference internet sites to explore, but some are given in teacher's guide		
Organization & Structure Summary Data	36 possible points	____33_____ points earned
Organization & Structure Comments: No index is found. Layout of page, illustrations, and some examples give impression that text is geared toward middle school and could be used for basic entrepreneurial information		
Resource Material Summary Data	40 possible points	____18_____ points earned
Resource Material Comments: Teacher's guide is separate from text. Transparencies on paper, black and white only—no graphics. Has some game suggestions. Some internet site references, as well as publications and contacts relating to business start-ups		



Group V - Career /Technical & Vocational/Practical Living **Electronic Instructional Media Review Form** **Stand Alone/Independent or Integrated Software for Business**



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost _____	
Windows	Primary	Individual	Stand Alone/Independent	_____ single copy	_____ site license
Macintosh	Intermediate	Small Group	Integrated	_____ network version	_____ school version
CD-ROM	Middle	Large Group	Supplemental	_____ lab pack of _____ copies	_____ online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain _____

Type of Software: Check all that apply	_____ Simulation	_____ Management	_____ Interdisciplinary	_____ Problem Solving	_____ Tutorial
_____ Exploratory	_____ Creativity	_____ Drill and Practice	_____ Critical Thinking	_____ Utility	_____ Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	0
Allows students to exit and resume at a later time.	0
Keeps a students performance record, where needed.	0
Allows control of various aspects of the software (e.g., turning sound off).	0
Allows for printed reports.	0
Comments: No software or technology pieces go with this text	Total 0

Presentation/Interface	Rating
Presents material in an organized manner.	0
Has consistent, easy-to-use, on-screen instructions.	0
Has developmentally correct presentation format.	0
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	0
Accessible for special needs students.	0
Runs smoothly, without long delays.	0
Presents easy-to-view text and graphics.	0
Presents easy-to-hear and understand sounds.	0
Avoids unnecessary screens, sounds, and graphics.	0
Provides immediate, appropriate feedback.	0
Comments: No Software or technology pieces go with this text.	Total 0

Content—Marketing	Rating
Career Experiences	3
Employability Skills	2
Teamwork	3
Global Perspective	2
Mathematical Skills	4
Communication	4
Diversity	3
Ethical Practices	3
Academic Integration	3
Real World Application	3
Content Area Concepts Addressed	3
Comments: Customer Service, Training and hiring policies, link to DECA/FBLA activities and some basic employability skills are missing. Students are asked to gather information from community.	Total 33

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Marketing Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	3
Enhances The Learning Environment	3
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	3
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	3
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: Utilizes open response and short answer frequently. Student book does not reference internet sites to explore, but some are given in teacher's guide.	Total 48

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	3
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	3
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	3
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments: No index is found. Layout of page, illustrations, and some examples give impression that text is geared toward middle school and could be used for basic entrepreneurial information.	Total 33

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	3
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	3
Extension activities including adaptations and accommodations for students with special needs.	2
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	3
Suggestions are made for integration of themes and /or interdisciplinary instruction.	3
Integration opportunities suggested and examples given.	2
Teacher resources are available online.	0
Online resources available – Repeat of information in text.	0
Online resources available – Practice skills only.	0
Online resources available – New application materials.	2
Comments: Teacher's guide is separate from text. Transparencies on paper, black and white only—no graphics. Has some game suggestions. Some internet site references, as well as publications and contacts relating to business start-ups	Total 18

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable